

China Mobile, Building a World-class Enterprise

Company Profile

Incorporated on September 3, 1997 in Hong Kong, China Mobile Limited (“China Mobile”, “the Company” or “we”) is the largest telecommunications service provider in the mainland of China. The Company serves the world’s largest number of mobile customers and operates the world’s largest mobile network, and maintains a leading market share in the telecommunications market in the mainland of China.

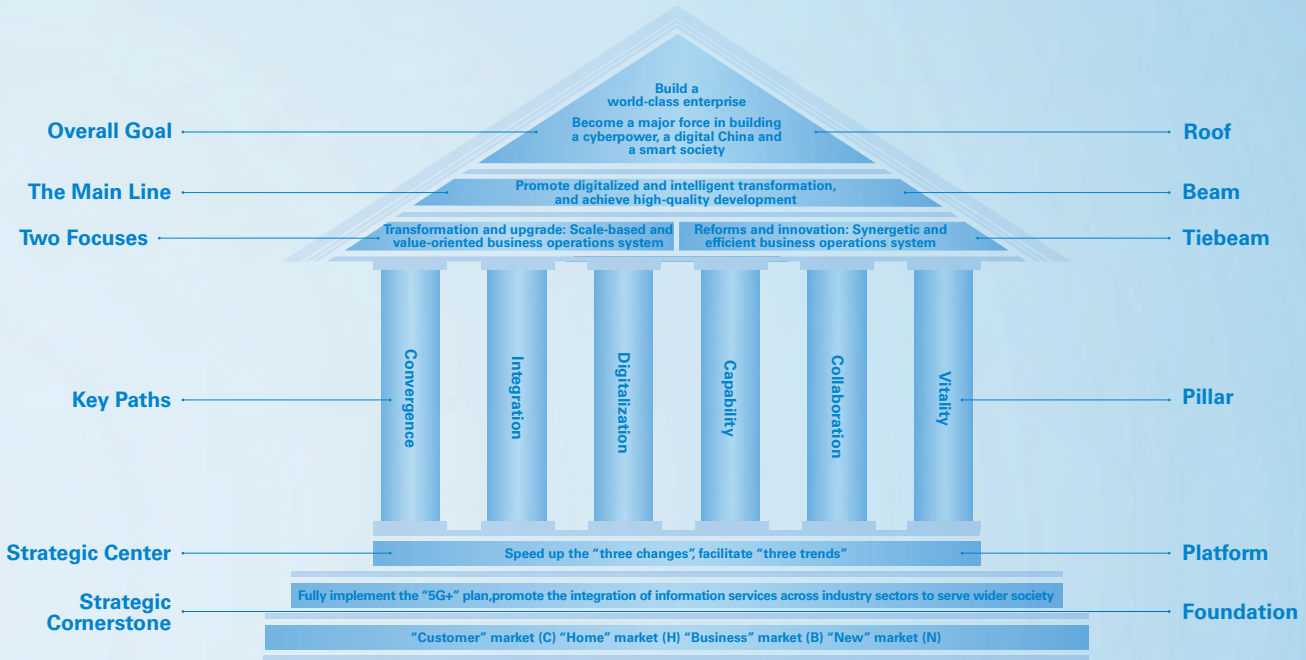
The Company provides full communications services in all 31 provinces, autonomous regions and directly-administered municipalities throughout the mainland of China and in the Hong Kong Special Administrative Region. Its businesses primarily include mobile voice and data business, wireline broadband and other information and communications services. The Company’s ultimate controlling shareholder is China Mobile Communications Group Co., Ltd. (“our parent company” or “the Group”), which, as of December 31, 2020, indirectly held 72.72% of the total number of issued shares of the Company, while the remaining approximately 27.28% were held by public investors. For more information about the Company’s governance structure and organizational structure, please refer to *China Mobile Limited’s 2020 Annual Report*.

Honors & Awards

- “Asia’s Honored Companies” award in the 2020 All-Asia Executive Team Poll held by *Institutional Investor*
- The “China Mobile” brand was included in the “BrandZ™ Top 100 Most Valuable Global Brands” list published by Millward Brown and *Financial Times* for the 15th consecutive year, ranking 36th globally
- Ranked 28th in the 2020 *Forbes* “Global 2000 – The World’s Largest Public Companies” list
- “Sustainability and Social Responsibility Reporting Award” in the H-share Companies and Other Mainland Enterprises Category of the Best Corporate Governance Awards 2020 hosted by Hong Kong Institute of Certified Public Accountants
- “Best Investor Relations Company”, “Best CSR” and “Best Corporate Communications” awards at the 10th Asian Excellence Award 2020 held by *Corporate Governance Asia*
- Three institutions and three employees of China Mobile won “Outstanding Institution for Poverty Alleviation” and “Outstanding Figure for Poverty Alleviation” respectively
- “Top 10 Employers in China”, “Top 10 Most Favored Employers among College Students” and other awards in China’s Best Employers of the Year Award in 2020
- We are the only enterprise in the mainland of China awarded “Leadership level” status for addressing climate change impacts by CDP Global for five consecutive years

Responding to the requirements set forth in China's 14th Five-Year Plan, China Mobile strives to become a world-class enterprise supported by the development strategy of building a dynamic "Powerhouse". We aim to become a major force in building a cyberpower, a digital China and a smart society by promoting digitalized and intelligent transformation for high-quality development. We focus on meeting the core strategic requirements of "Three Changes", "Three Trends", "Three Approaches" and "Three Forces". We have implemented the "5G+" plan in full swing, advanced the integrated development of CHBN, and promoted the deep integration of new-generation information technology in economic and social development and daily life, making new contributions to economic and social development.

Development Strategy of China Mobile "Powerhouse"



China Mobile - Build a World-class Enterprise

Extended Reading

- "Three Changes": From telecommunication services to information services, from the consumer market (ToC) to consumer, home, business and new markets (CHBN markets), and from resource-driven to innovation-driven development.
- "Three Trends": Online operations, Intelligentization, and Cloudification.
- "Three Approaches": Convergence of CHBN markets and integration between telecommunications and information services; integration of key resources such as network, IT, data and channels; digitalization of network building and product R&D by leveraging AI technologies and data advantages.
- "Three Forces": Capabilities in product innovation, network support, organization & operation, sales & service and strategy implementation; organizational, cultural and ecological synergy; top-down organizational vitality and bottom-up individual vitality.
- The "5G+" Plan: Aims to enhance the coordinated development of 5G+4G, integrated innovation of 5G+AICDE, construction of 5G+Ecology, and extended application of 5G+X. The "5G+AICDE" mode applies emerging information technologies such as AI, IoT, cloud computing, big data and edge computing to build 5G-centric pan-intelligent infrastructure.